

# BUSINESS PLAN - CAREER RESOURCES, INC. - MIDDLETOWN

*Revised 7/6/97*

## **STATEMENT OF PURPOSE**

***Mission Statement:*** Career Resources, Inc.-Middletown will provide quality service to individuals and employers to support workforce development. Through a single point of contact, customers will access quality services related to education, training, labor market information and employment. The primary outcome for the individual customer is employment and for the employer it is an available skilled workforce equal to the demand.

Utilizing the 4 anchors associated with the Department of Labor, the business will provide:

- ✍ High Quality Service
- ✍ Customer-Driven Services
- ✍ Individual Customer Outcomes - Employment
- ✍ Universality

***Explain the business activity:*** The business activity involves assisting individuals in their job search and also help employers fill positions utilizing technology, staff expertise, reference materials, etc.

***Information regarding funding:*** Career Resources, Inc. is a 501-C3, not-for-profit. Funds will be spent to sustain and improve services. We are not profit driven.

## **DESCRIPTION OF THE BUSINESS**

Middletown was selected as a CRI site due to its location in the east end of Jefferson County and its accessibility to outlying counties. It is a one-stop career center which serves a 7-county region where 13 partnering public agencies (both state and local) provide employment-related services to job seekers and employers.

***Type of business:*** 501 -C3

***Products or services to be offered:*** Services may include consultation with Career Counselors, utilization of state-of-the-art technology in the Career Lab, Assessments, assistance by Center's Job Developer, and more.

***The size of the target market:*** Zip codes include 40222, 40223, 40241, 40242, 40243, 40245, and part of 40299. Since CRI-Middletown was the first operational Center to experience a "Grand Opening," job seekers and employers continue to come outside their "home " areas to access our services. Consequently, we serve zip codes other than our designated area.

***Why the firm can compete:*** We can compete because of the collaboration of the 13 entities which makes us more attractive - more cost efficient - more comprehensive services to a wider audience by customizing services for individual needs.

*Why the location was chosen:* The east end location fit our objective of servicing an under-served area of Jefferson County.

*The principals experience in the business:* The combined experience of the 13 public entities with long histories of providing unique employment-related services.

## **PRODUCT(S) OR SERVICES**

*Description of Product or Services:* The goal of our services listed below is gainful employment.

### **Assessment**

Assessment area includes many assessment tools some of which are:

- ✍ TABE, which consists of 3 sections (reading, math, & language).
- ✍ VRII, which is an interest inventory
- ✍ VALPAR
- ✍ CEI - which is the self-directed Career Exploration Inventory

### **Consultation with Career Counselor**

- ✍ Receive information concerning education & training programs
- ✍ Discuss eligibility for special services (JTPA Title II, JTPA Title III, Vocational Rehabilitation services)
- ✍ Interpretation of assessment results

### **Career Lab**

*The Career Lab continues to be the pivotal point of CRI services*

- ✍ Access to state-of-the-art technology for job search activities
- ✍ Use of auxiliary services (phones, fax, copier)
- ✍ References materials (Some include Nat'l Business Employment Weekly, Louisville's Business First, Lexington Herald, Courier Journal, KY Manufacturers Guide, Books describing development of resumes, books addressing effective cover letters, and more.)
- ✍ Videos with ear phones for control of noise level
- ✍ Experienced Lab staff to assist customers & keep them on track
- ✍ Computer tutorials for upgrading of skills
- ✍ One-on-one 30-minute workshops for "mock interviewing" and "resume critique"

*Identify customer and provide profile:*

Our customers cover a wide array of individuals from various walks of life, including persons:

who have been downsized	who are economically disadvantaged
with disabilities	right out of high school
without high school diplomas	right out of college - with little or no work history
with BA, MA and PhD's	currently employed but seeking better positions
retired, but needing to supplement income	retired, but wanting to feel more productive
who are Social Security recipients	who are Veterans
currently employed but feel present position may be eliminated	
employers	

## **THE MARKET**

***Describe the market segment:*** The job market in our area is mostly represented by small to medium-sized businesses. **Additionally, we have discovered that our Center's technology,** particularly the Internet, allows customers access to job openings outside the defined area.

### ***Growth potential - 3 to 5 years:***

- ✍ Current statistics show that we can comfortably serve about 150 customers per week.
- ✍ Fee-for-service (for services above & beyond basic/core services)
- ✍ Employer market (services to employers include an increase in successful job matching)
- ✍ Professional positions (it's a high priority to enhance our current methods of attracting more professional positions)

***Market expansion potential:*** We plan to have customized services (not to be confused with prepaid basic/core services) for many activities. Customized/enhanced services may include interviewing workshops, resume development workshops, employer staff training (refer to previous Products & Services)

***Product costing vs. Industry standards:*** No fees will be implemented until a market analysis is conducted in order that these fee-for-service activities will be comparable to prevailing rates on the market.

## **COMPETITION**

### ***Three toughest competitors:***

- (1) Temporary agencies who offer temp-to-perm positions
- (2) Internet
- (3) Professional Job Recruiters (headhunters)

***Competition's business - steady, increasing, decreasing, why?*** Competition's business is increasing. Job seekers are constantly pursuing new avenues of expanding their job search. Due to currently low unemployment rates, employers are facing greater challenges in recruiting qualified applicants.

### ***Competitor's strengths, weaknesses***

- (1) Strength - Quick placement and a "try before you buy" employer mentality
- (1) Weakness - A high turnover rate for employer which costs extra dollars
- (2) Strengths - They have a successful niche in higher paying professional positions
- (2) Weakness - Cost factor for individual or employer
- (3) Strength - They have additional resources and alumni
- (3) Weakness - Their primary business is providing education - not job placement

## **LOCATION**

***Business address:*** 200 Juneau Drive, Louisville, KY 40243

***Physical features of building:*** Building is attractive and easily accessed from Shelbyville Road, a major thoroughfare in eastern Jefferson County. This road is also home to a high number of businesses in the area.

***Leased or purchased:*** The Kentucky Department of Vocational Rehabilitation is the host agency for CRI-Middletown; thereby, providing us no-cost physical space within their operation which is known as Career Resources, Inc.

***Desirability of site:*** Site is extremely desirable. Most customers in this area are forced to go to downtown Louisville or Frankfort for many services that we are now able to provide them.

## **MANAGEMENT**

***Personal data:*** Debbie Chandler is the Functional Supervisor at CRI-Middletown. Debbie's home agency is the Kentucky Department of Vocational Rehabilitation where she spent ten years as an Employer Relations Specialist whose functions included job placement/job development for persons with disabilities throughout the Louisville area. Additional skills in this position required the ability to develop & type resumes and effective cover letters for customers. Also, duties included presentations to businesses and groups regarding the Americans with Disabilities Act as well as various disability awareness programs. Prior to that, Debbie was employed for about three years with the City of Louisville Economic Development Cabinet where she worked in Business Retention working with existing businesses to ensure that their business needs were met. Before that, Debbie worked in the Personnel Department of Schenley Distillers, Inc. until they moved their Louisville operation elsewhere.

***Which principal makes final decisions:*** The final decision for everyday Center matters rests with Debbie Chandler, Functional Supervisor for CRI-Middletown. In matters pertaining to CRI systemswide operations, responsibility rests with CRI Operations Manager, Debbie Klapheke.

## **PERSONNEL**

***Firm's personnel needs - now and future:***

CRI-Middletown currently has a **total of 12 team members:**

- |  |                                   |
|--|-----------------------------------|
| 1 Functional Supervisor (V.R.)               | 1 Job Developer (PIC/JTPA)        |
| 2 Career Counselors (PIC/JTPA), one of whom  | 1 Greeter/Receptionist (PIC/JTPA) |
| spends two days per week outlying counties   | 1 Career Counselor (V.R.)         |
| 1 Assessment Person (PIC/JTPA)               | 1 Employment Specialist (DES)     |
| 2 Career Lab personnel (PIC/JTPA and V.R.)   | 1 Unemployment Specialist (DES)   |
| 1 Career Counselor Generalist (PIC/JTPA) who |                                   |
| is able to act in Lab, Assessment, Counselor |                                   |

***Skills Necessary:*** Valuable skills include:

- ✍ Strong work ethic
- ✍ Ability to interact and work with other team members
- ✍ Understand the value of cross-training
- ✍ Possess excellent verbal & written communication skills
- ✍ Have the ability to be flexible
- ✍ Willingness to share skills/expertise with customers & fellow team members
- ✍ Possess good computer skills or able to learn quickly

***Future Personnel Needs:*** Based on customer flow the first 6 months of operation, future personnel needs may include an additional Career Counselor, an additional Greeter/Receptionist with excellent technical skills to provide administrative support to team, and perhaps an additional Job Developer.

### **APPLICATION AND EFFECT OF FUNDING**

***How it will be spent (working capital, equipment, etc.):***

Funding includes in-kind contributions from the 13 partnering entities. Site-based budget is encouraged in order for each CRI location to make good decisions regarding necessary expenditures.

**Career Resources, Inc.**  
**Portfolio of Services for Job Seekers**  
**GENERIC TO ALL CENTERS:**

(Workshops are suggested, customer demand will dictate needs)

**Prepaid Services**

**GETTING STARTED**

*Quick Start: Introduction to Services*

Everyday from 8:30 to 4:30. Receive an overview of services and a "Quick Start" introduction to the Career Resource Library.

*No Fee*

**CAREER RESOURCE LIBRARY**

✍ Our multi-media resource library includes a broad combination of print, on-line, database software, and interactive programs. In our library you will find:

- ✍ Individual job postings
- ✍ Multi-media computers for customer use
- ✍ Career and Occupational Information
- ✍ Labor Market Information
- ✍ Company and non-profit directories and information
- ✍ Self-assessment for career exploration and career planning
- ✍ Job search information and strategies
- ✍ Information on services for employers pertaining to workforce development
- ✍ Education and training information
- ✍ Career exploration and Job search videos and CD-ROM's
- ✍ Connection to the Internet
- ✍ Fax machine, phones and copiers for customer use

*No Fee*

**INTRODUCTION TO THE INTERNET**

Join us for this introductory session to get "hands on" exposure to the Internet and learn the best strategies to collect information for your job search.

*No Fee*

**INTRODUCTION TO WORD PROCESSING AND WIN WAY RESUME**

In this session you will learn the basics of Microsoft Word and how to create a resume using Win Way Resume software on our computers. You will get hands-on instruction and feedback from staff as you need it.

*No Fee*

**CAREER EXPLORATION WITH THE SELF-DIRECTED SEARCH**

*3 hour workshop* Use the Self-Directed Search to help you understand how your interests and personality impact the career choices you make and the satisfaction you experience on the job.

You will leave the workshop with a method for identifying and evaluating additional career possibilities.

*No fee*

### **JOB SEARCH NETWORKING CLUB**

Changing careers and all the decisions-involved with making the transition can be difficult.

Members in the Job Search Networking Club will support each other by sharing job search strategies and solutions. We will also invite speakers from the community to share their ideas and knowledge.

*No Fee*

### **JOB SEARCH WORKSHOP**

*3 hour workshop* Make this the first step in your job search process. This workshop will cover the fundamentals of starting your job search. Items covered are: resume preparation; networking; labor market information; interviewing 101; how to research companies, industries and occupations; and how to use the internet to locate job openings. Tools, tips, and worksheets will be available for you to make your job search more productive.

*No Fee*

### **GENERIC TO ALL CENTERS:**

**Fee-based Activities (\*\*\*\*Fee suggested, will be based on market value)**

### **INDIVIDUAL CAREER COUNSELING**

Individual appointments are available with our experienced Career Counselors to assist you with your career exploration and career development needs.

*Fee: \$65. 00 per hour or sponsor-paid*

### **INDIVIDUALIZED RESUME DEVELOPMENT**

Work one-on-one with a Career Resources, Inc. employment specialist to develop your resume. If you wish, we will provide you with a finished product on a disk ready for you to modify or send out.

*Fee: \$65. 00 for one hour of advising and a finished product on disk. or sponsor paid*

### **BASIC TYPING AND FORMATTING**

The "no frills" option Designed for the customer who has an existing resume that needs to be keyed in, modified and formatted. We will provide you with a finished product on a disk.

*Fee: \$20.00 or sponsor-paid*

### **INDIVIDUALIZED VIDEO INTERVIEWING CRITIQUE**

Meet privately with Career Resources, Inc. staff member for individual feedback on your interviewing skills. We will video-tape a practice interview with you and review/critique the tape immediately afterwards. You will leave with the tape, a clearer idea of the impression you make, and targeted tips for improvement.

*Fee: \$75.00 or sponsor-paid*

### **INDIVIDUALIZED EMPLOYMENT ADVISING**

When you have identified a career goal, and want one-on-one feedback/coaching to help you with your job search goal, schedule an individualized appointment with our experienced employment specialists.

*Fee: \$65.00 per hour or sponsor-paid*

### **THE COMPLETE CUSTOMIZED JOB SEARCH PACKAGE**

This is for the person who wants the complete job search package. This package includes 3 one hour meetings with a CRI staff member. You will come away with a resume, video interviewing critique, and the necessary skills to conduct an effective job search.

*Fee: \$150.00 or sponsor-paid*

## **SPECIALIZED SERVICES FOR FEES:**

### **MYERS-BRIGGS WORKSHOP**

The Myers-Briggs Type Indicator is the most widely used personality type inventory in the world for understanding yourself and improving your ability to work with others. During this session, we will explore how you take in information and use it to make decisions, what types of activities give you energy and which ones drain you, and how much structure you like to have in your life. To participate you must pre-register and return your completed MBTI before the day of the workshop.

*Fee: \$75.00 or sponsor-paid*

### ***Career Resources, Inc. Portfolio of Services to Employers***

***Career Resources, Inc. will offer area employers a comprehensive set of employment-related services, (both prepaid and fee-based).***

#### ***Prepaid Services:***

### **Job Postings/Listings**

This service will allow your company to list current job openings with us via the telephone, fax, mail, in-center, business location, and/or on-line. We will ensure that your openings will be distributed to employment specialists and customers to increase the number of potential self-screened applicants.

*Fee: Prepaid*

### **Job Matching**

We will refer to you job seekers who self-report they have met the minimum requirements. We will either send you the resumes of matched applicants or provide your company with on-site interviewing. We will also provide some basic assessment services.

*Fee: Prepaid*



### **Labor Market Information**

We will share the most current wage surveys, demographic information and geographic labor statistics with your company to help you gauge where it stands competitively with other companies in your industry.

*Fee: Prepaid*

### **Financial Incentive Information**

Find out the latest tax credit, federal contractor, and bonding program information from our knowledgeable employment specialists. Additional information will be provided regarding E-Zone Certifications and on-the-job training contracts.

*Fee: Prepaid*

### **Fee-based Services to Employers:**

#### **Specialized Vocational/Occupational Assessment**

We offer you our intensive assessment services to assist you and your employees in making informed decisions on employment needs and career plans. Some of the areas we assess are: general reasoning/ability, manual dexterity, and personality.

*Fee: \$125.00 per individual, group rates also available*

#### **Specialized Out-Placement Services**

To address the issue of downsizing, CRI will offer your company customized, in-depth out-placement services such as job search workshops, reserved lab times, and structured group assistance. These can either be conducted at our center or at your site. Professional quality handouts will be included. Services may be sponsor-paid.

#### **Workshop Series at Career Resources, Inc.**

Detailed development of new resumes or review of existing resumes, job search strategies for approaching new or existing job markets, and videotaped interviewing practice sessions for making a positive impression.

*Fee: \$100. 00 per hour for up to 15 people*

#### **Employment Consultation**

Following the resume portion of the workshop series, customers may obtain additional assistance, including a one-on-one session with a professional employment consultant to further develop a high quality, results-oriented resume.

*Fee: \$65 00 per person*

#### **Career Resources, Inc. Resource Library**

Support services for active job seeking, including access to computers, internet, telephones, job listings and labor market information.

*Fee: \$100.00 per person*

### **On-Site Group Workshops**

Career Resources, Inc. customizes group workshops and resume labs, and can schedule them at employer sites for maximum employee accessibility. Materials are targeted to each group's specific background and needs. Services can be delivered at hours best suited to you and your employees.

Fee: \$1000.00 per group

### **Customized Screening Services**

We will send you the best qualified applicants for your job openings by conducting a complete screening process. This process includes, but is not limited to:

- ✍ Checking References
- ✍ Performing a Background Check
- ✍ Drug Screening/Physical Exams
- ✍ Prioritizing

An applicant portfolio will be included that provides you with the applicant's resume, assessment results, reference/background check results, and a recommendation for hire.

*Fee: On hold until January 1, 1998 Potential to Joint Venture with Private Sector*